



USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 01/13 thru 01/19.

(prices in dollars per carton)

Fri. Jan 13, 2006

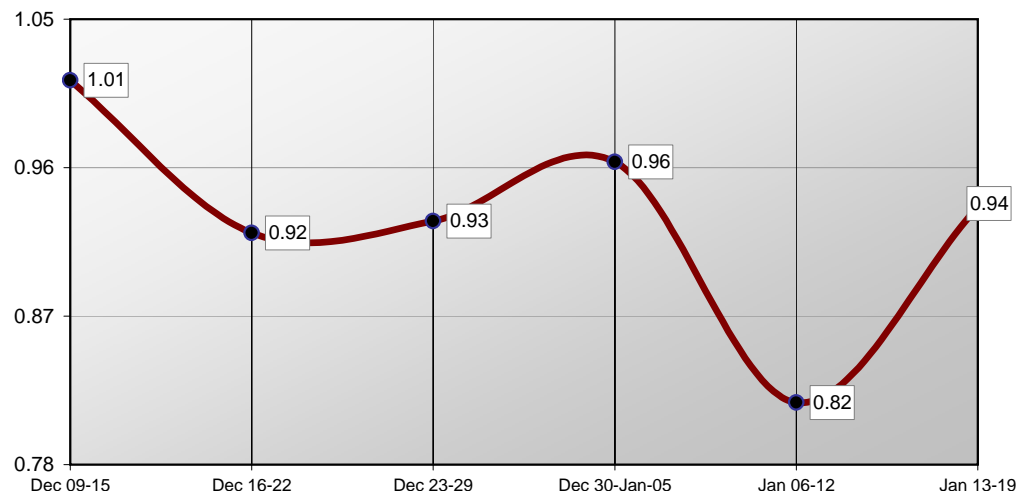
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		29.8% of 16,700 stores				32.4% of 16,700 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack	100	1.29	790	1.00	20	1.20	500	0.85
	White 18 pack			320	1.50			440	1.19
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	90	1.13	1,020	0.85	330	0.90	2,070	0.81
	White 18 pack			700	1.43			740	1.25
	Brown 12 pack								
SPECIALTY	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			720	2.76			160	2.99
	OMEGA-3								
	White 12 pack			360	1.99	20	2.00	830	2.07
	Brown 12 pack			290	2.68	560	1.99	560	1.99
	CAGE-FREE								
	White 12 pack	100	1.99						
	Brown 12 pack			360	1.98	200	2.39	1,580	2.14
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/	
Regular Shell Eggs (XL/LG; AA/A; W/B)				3,020		4,100		Large Eggs on	
Specialty Shell Eggs				1,830		3,910		Jan-09-2006	
Total (including Medium)				4,940		8,040		408.9	
Special Rate 4/:				6.3%		3.6%		up 2%	

5/: Inventory in thousands of 30-dozen cases.

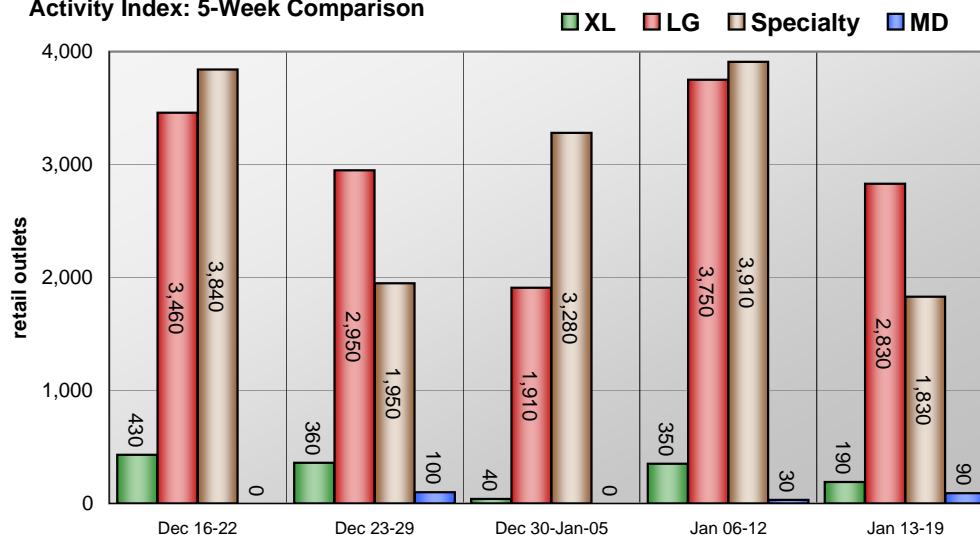
Shell Egg Featuring - 01/13 thru 01/19

Although overall feature activity for the week is a little more than half of last week, more focus is being placed on regular white shell eggs. In addition, the incidence of "no price" features has doubled from last week, concentrated almost exclusively on regular white shell eggs. Average advertised price levels on regular white shell eggs are higher than a week ago. Overall promotions on specialty eggs have dropped sharply, especially for Cage Free and Omega-3, while USDA Certified Organic egg features are more common. Features of shell eggs are increasing late in the ad cycle.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		47.0% of 3,800 sampled outlets Activity Index = 2,180 (includes Medium)						9.0% of 5,000 sampled outlets Activity Index = 460 (includes Medium)						22.3% of 2,400 sampled outlets Activity Index = 590 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack	1.29	100	1.29	0.79 - 1.19	150	1.09										0.88	10	0.88
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.25	50	1.25	1.00	130	1.00			1.00 - 1.35	170	1.26			0.69 - 0.79	260	0.76		
	White 18 pack				0.99 - 1.50	630	1.43			1.50	70	1.50							
	Brown 12 pack																		
	MEDIUM	White 12 pack White 30 pack			0.33 - 0.89 90 0.59			White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack					2.50 - 2.99 420 2.57				2.69 - 2.79 220 2.75				2.69 - 3.98 80 3.78					
	OMEGA-3																		
	White 12 pack					1.99 310 1.99								1.99 50 1.99					
	Brown 12 pack					2.99 200 2.99													
CAGE-FREE	White 12 pack	1.99	100	1.99															
	Brown 12 pack													1.97 190 1.97					
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		39.7% of 2,600 sampled outlets Activity Index = 1,070 (includes Medium)						33.0% of 2,000 sampled outlets Activity Index = 410 (includes Medium)						56.1% of 900 sampled outlets Activity Index = 230 (includes Medium)					
USDA GRADE AA	White 12 pack					0.69 - 1.18 530 0.95						0.99 - 1.18 90 1.15						1.00 10 1.00	
	White 18 pack											1.50 320 1.50							
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack								White 12 pack			
USDA GRADE A	White 12 pack	0.99	40	0.99	0.69 - 0.99 460 0.71														
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack								White 12 pack White 30 pack			
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack													1.99 90 1.99					
	Brown 12 pack																		
CAGE-FREE	White 12 pack																		
	Brown 12 pack					1.97 40 1.97										1.99 130 1.99			

Note: See page 1 for explanatory notes.

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